Industry Insights: Deconstructing the Fundamentals of Sales
IDS4930 Spring 2022 Syllabus

Instructors: Dan O’Sullivan and Brittany Grubbs
Email: dosullivan@transperfect.com, brittanygrubbs@ufl.edu

CLASS DATES/TIMES: Tuesdays/Thursdays, Period 4 (10:40am – 11:30am)
OFFICE HOURS: By Appointment Only – See Beyond120 website for calendar link

CLASS MEETING: 100% Online All course assignments will be through Canvas

OPTIONAL TEXTS: How to be a rainmaker, Jeffrey Fox; The Magic of Thinking Big, David Schwartz, Eat that frog, Bryan Tracy, Yes, Noah Bernstein, Never split the difference, Chris Voss, 10 Day MBA, Zero to on, Peter Theil.

Course Description:
This course will assist students to understand the structure, strategies, and successful elements of international business, particularly within the sales industry. Students will understand the process of communicating with clients/prospects, networking with other professionals, and developing skills necessary for business and sales. This course will also further refine students’ transferrable skills, such as problem solving, written and oral communications, and critical thinking.

Course Objectives:
1. To develop a basic understanding of company structure and strategies.

1. To understand various business and sales roles, and how these come together in an organization.

1. To successfully demonstrate how to craft impactful sales emails, call scripts, and sales calls.

1. To reflect on the relationship between international business, sales, and the liberal arts and sciences.

1. To understand how to research prospective clients and define value props.

Course Materials:
Readings will be provided by the instructor.
Course Assignments:

- Virtual Attendance/Participation - 20%
- Prospect Research Report - 10%
- Email Script - 10%
- Call Script - 10%
- Perusall Readings - 10%
- Final Client Call - 10%
- Corporate Strategy - 10%
- Reflections - 20%

Course Overview:

(Week One) January 6: Introduction to instructors, overview of sales within an International Business Context. Get an introduction of the syllabus, meet Dan O'Sullivan, and get a brief overview of how sales and business relate to students majoring in the liberal arts and sciences.

ASSIGNMENT: NONE

(Week Two) January 11: Overview of the Semester. Review the various roles standard to the sales industry and the types of skills that are relevant to a sales and business role.

ASSIGNMENT: Read Book Summary: Zero to One

(Week Two) January 13: Overview of the Corporate Structure. Review the structural commonalities of international businesses. What are the various departments, and how do they work together?

ASSIGNMENT: Read Book Summary: The 10-Day MBA

(Week Three) January 18: Corporate Strategy. How do businesses and sales departments function? Learn about the process of creating goals, strategies, and tactics.

ASSIGNMENT: 4 Bullet-Point Summary of Corporate Strategy for One Company.

(Week Three) January 20: Human Psychology 101. Learn about professional communications and determining the motivations and intentions behind selling and understanding your clients’ decisions.

ASSIGNMENT: Read Book Summary: Yes, Noah Bernstien.

(Week Four) January 25: Researching a Prospect. Learn how to use publicly available information to research the interests and goals of a prospect in order to design messaging that aligns with them.

ASSIGNMENT: 1-page research summary of your assigned prospect.
(Week Four) January 27: Business Communication 101. Learn how to communicate with busy executives in a way that is likely to maximize impact and response rates.

ASSIGNMENT: REFLECTION ONE

(Week Five) February 1: Designing Value Prop. Learn how to identify goals and challenges of a prospect and to design communications that address those goals/challenges in a measurable way.

ASSIGNMENT: NONE

(Week Five) February 3: Designing an Email. Learn how to articulate your value prop in an email to get interest and engagement from your prospect.

ASSIGNMENT: DRAFT PROSPECT EMAIL.

(Week Six) February 8: Email Design Pro Tips: Josh Braun: During this session, we will have a guest lecture from Josh Braun, one of the leading sales influencers and a master at designing emails that get a response.

ASSIGNMENT: NONE

(Week Six) February 10: Josh Braun Q&A. These session will be an open QA with Josh to ask questions and get further insights on the content he presented.

ASSIGNMENT: FINALIZE PROSPECT EMAIL

(Week Seven) February 15: Guest Speaker Presentation: Phil Shawe 'Sales 101’ Learn from the CEO of TransPerfect (a $1B company, 1# in industry) about how sales has driven 29 years of profitable growth and key insights on effective sales techniques.

ASSIGNMENT: REFLECTION TWO

(Week Seven) February 17: Guest Speaker Reflection: Phil Shawe ‘Sales 101’ Students will be given an opportunity to ask any questions on the content presented in Phil’s session, as well as any general questions about starting and building a successful business.

ASSIGNMENT: GUEST SPEAKER REFLECTION

(Week Eight) February 22: Email Scrimmage: During this session, we will review prospect emails created by students and scrimmage ways to make them more impactful.
(Week Eight) February 24: Email Scrimmage: During this session, we will review prospect emails created by students and scrimmage ways to make them more impactful.

ASSIGNMENT: FINALIZE EMAIL AND SEND TO PROSPECT/BOOK CALL

(Week Nine) March 1: Prepping a Call Script: Intro and Value Prop Learn how to take the training on value prop design and apply that to make a successful cold call.

ASSIGNMENT: DRAFT PROSPECT CALL SCRIPT/QUESTIONS

(Week Nine) March 3: Prepping a Call Script: Questions and Listening Learn about how to design a compelling intro to your call and to prepare relevant questions to guide the conversation and how to actively listen.

ASSIGNMENT: REFLECTION THREE

WEEK TEN – SPRING BREAK

(Week Eleven) March 15: Scrimmage Calls During this session, students will pair up to role play making a call based on their script, with opposing student acting as prospect and then changing roles. The scrimmages will be done in front of the group to allow everyone to provide feedback and suggested improvements.

ASSIGNMENT: NONE

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ASSIGNMENT: FINAL PROSPECT CALL SCRIPT/QUESTIONS

(Week Twelve) March 22: Guest Speaker, Nadim Ali (VP, Recruitment TransPerfect) Recruitment Insights: During this session, we will hear from TransPerfect’s VP of Recruitment, who will provide insight on what we look for in candidates, how to make your profile stand out, what to expect in a typical evaluation process, how to ensure company is the right fit for you.

ASSIGNMENT: BEGIN RECORDING CALL WITH YOUR PROSPECT, FOLLOW UP EMAIL IF RELEVANT
(Week Twelve) March 24: Guest Speaker, Nadim Ali QA: During this session, we will have an open QA and period with Nadim to allow students to pose questions on the content he presented and ask any questions not covered.

ASSIGNMENT: GUEST SPEAKER REFLECTION

(Week Thirteen) March 29: Guest Speaker: Kat Quintero: A Day in the Life: During this session, we will have a guest presentation from Kat Quintero, a 2020 graduate of Fundamentals of Sales Class and current

ASSIGNMENT: NONE

(Week Thirteen) March 31: Guest Speaker: Kat Quintero: A Day in the Life: During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.

ASSIGNMENT: REFLECTION FOUR

(Week Fourteen) April 5: Live Calls: During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.

ASSIGNMENT: RECORD CALL WITH YOUR PROSPECT, FOLLOW UP EMAIL IF RELEVANT

(Week Fourteen) April 7: Live Calls During this session, we will listen as a group to recorded live calls between students and prospects and deconstruct what went well and areas for improvement.

ASSIGNMENT: RECORD CALL WITH YOUR PROSPECT, FOLLOW UP EMAIL IF RELEVANT

(Week Fifteen) April 12: Guest Speaker Presentation: Scott Barker: Sales Trends of the Future Learn about current trends in the sales industry, key technology developments and how careers in sales are likely to evolve in the coming decade.

ASSIGNMENT: FOLLOW UP EMAIL (IF APPLICABLE)

(Week Fifteen) April 14: Presenting, Guest Speaker, Jessika Lynch: In this session, we will be joined by guest speaker, Jessika Lynch, who works as a corporate communications consultant and will discuss techniques to present effectively.

ASSIGNMENT: GUEST SPEAKER REFLECTION

(Week Sixteen) April 19: Networking Learn about what strategies students could be implementing today to build a strong network to assist in transitioning successfully into the workforce post-graduation.
ASSIGNMENT: SET UP LINKEDIN PROFILE, CONNECT WITH 10 POTENTIAL CONTACTS

APRIL 21 – READING DAYS

*(Week Seventeen) April 26: Next Steps /Final Discussion* Learn how to take the content presented in the course and incorporate it into your career planning post-graduation.

ASSIGNMENT: REFLECTION FIVE

Disclaimer: Active Research taking Place

This *Industry Insights* course is the first in a series of *Beyond120* courses aimed at educating and exposing undergraduate students to various professional industries. Please be advised that by enrolling in this course, your weekly reflections and any focus group participation will be used for research purposes. All information gathered will only be used to improve coursework for the future. To ensure as much confidentiality as possible, all focus group data will remain anonymous and the instructors for this course will not have any access to responses until after the conclusion of the course. Students will never be penalized for any feedback or comments. All data gathered through weekly reflections will remain anonymous following the conclusion of the semester.

Extra Credit:

There will be a few extra credit opportunities offered, including reading a recommended book, participating in focus groups, etc. Extra credit opportunities will be posted/mentioned in class closer to each opportunity.

Late Assignments:

The goal of this course is for you to develop skills, and that development is more important than deadlines or grades. However, submitting work by the posted deadline is crucial. Late work will be accepted up to ONE WEEK after the deadline but will automatically be assessed one full letter grade deduction. As always, please speak to me if extenuating circumstances impact your ability to submit your work in a timely fashion.

Video/Audio Recording:

Our class sessions will be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. By enrolling in this course, you are agreeing to be recorded with your camera and microphone ON. The chat feature will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.
Honor Policy:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Honor Code (Links to an external site.). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Notes for Students with Disabilities:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Grading Policies and Grade Points:

Please refer to the UF Catalog for information on grading and GPA: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/ (Links to an external site.) (Links to an external site.)

Grading Scale:

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Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at http://evaluations.ufl.edu (Links to an external site.) (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/ (Links to an external site.)